



ENDUROPALE

OBJECTIVE TOUQUET 2022

28/29/30 JANUARY

RICHARD FURA
TEAM INSANE-PARTS.COM

L'ENDUROPALE

It is the biggest motorcycle race in the world.

Mythical race par excellence, the Enduro du Touquet brings together every year for more than 30 years, nearly 2000 pilots, men and women, professionals, anonymous or passionate about mechanical sports in 2 or 4 wheels.



**ENDUROPALE
AN INTERNATIONAL RACE**

ENDUROPALE
MAXIMUM VISIBILITY

COMMUNICATION

Each edition of the Enduropale brings together nearly 450,000 people on site and 750,000 television viewers, with a peak of one million during the elite motorcycle race.

france•3

la chaîne
L'EQUIPE

You
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Instagram icon

Twitter icon

ENDUROPALE
DU TOUQUET-PAS-DE-CALAIS



TEAM INSANE-PARTS HONDA

The team insane-parts.com an infrastructure dedicated to the competition since 2010, to participate in the 2020 season of the French Championship of the Sands with success. 10th of the championship and 18th of the Enduropale with Julien JAGU and 1st private Honda.



ENDUROPALE
A STRUCTURE



PILOT

Richard FURA

French MX Junior Champion
4th of the French sand championship 2016
2nd of the French sand championship 2017
3rd of the Enduropale du Touquet 2017
3rd of the Enduropale du Touquet 2019
4th of the French sand championship 2020

STAFF



Sébastien Denoyelles

Team manager



Gérald Virard

Communication



Alain Tosin

Chief mechanic



Florent Lemaire

Mechanic



Andrea Fura

Paneling



Kevin Faucher

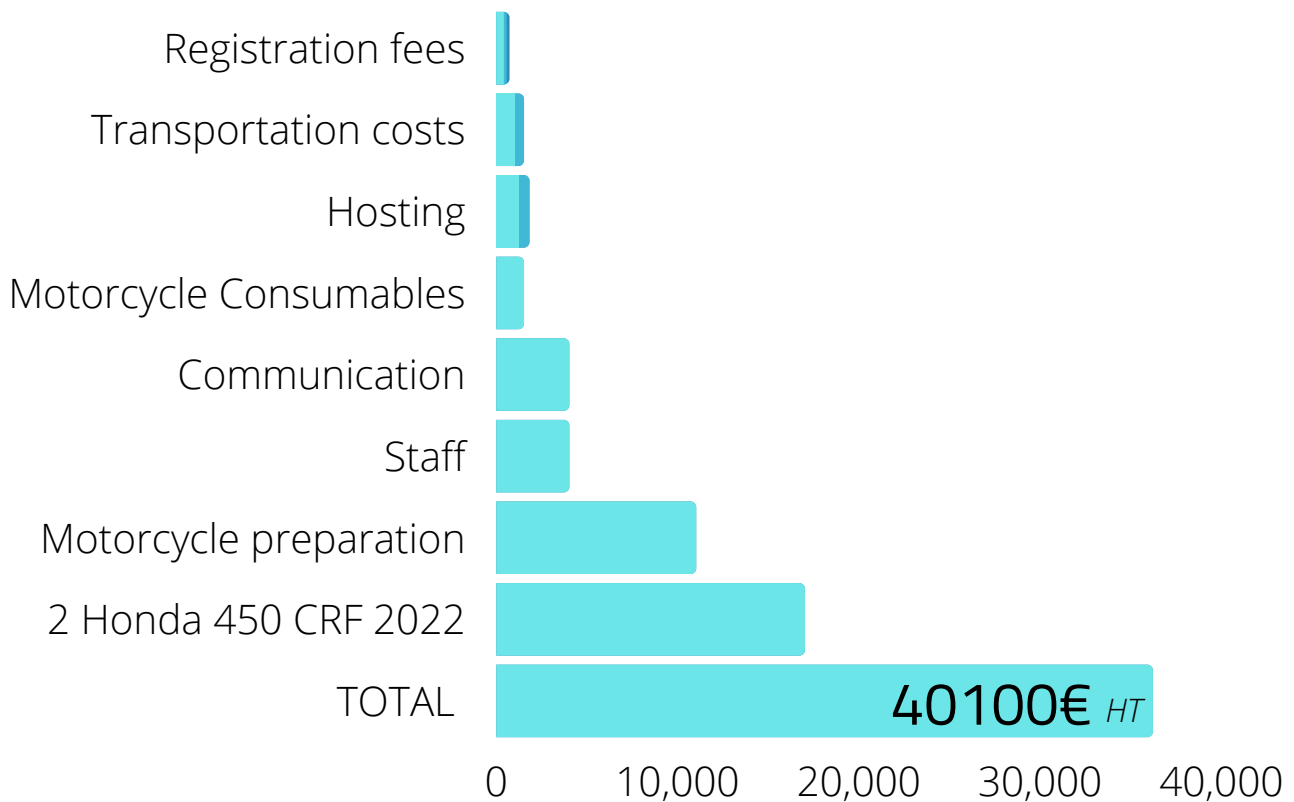
Pilot assistant

BUDGET

Budget forecast

Any sporting achievement requires a personal and financial investment.

Here are the details of our needs to achieve this challenge, and climb the highest step of the podium.



This budget includes the two preparation races, which will take place during the French Sands Championship:

RONDE DES SABLES of HOSSEGOR-CAPBRETON November 20-21, 2021

GURP TT of GRAYAN-et-L'HOPITAL January 8-9, 2022

and the final objective :

ENDUROPALE du TOUQUET 28-29 & 30 January 2022



Become a sponsor ?

By becoming an official sponsor of the "Objectif Touquet 2022" adventure, you become the partner of a sporting, human and technical challenge. You too can be an actor in this great human adventure.

The opportunity to boost your **national and international communication** through the greatest race in the world. **Millions of views** offered through several channels of TV broadcasting, website, social networks, local and national press.

Taking part in this project is the opportunity to **associate your company** with the values conveyed by this historic race created by Thierry Sabine.

Values similar to those of the business world: challenges, respect, risk-taking, team spirit, human values, initiatives, surpassing oneself and sharing.

Richard Fura's ultimate goal is to climb to the top of the podium, and to carry your colors high.

Alone we go fast, together we go higher !

SPONSORING and BENEFITS

Sponsorship is tax-deductible

Sponsorship is characterized as a commercial act, which serves essentially to promote products and brands and to increase the company's reputation and image. An advertising campaign can be conducted in parallel, in order to make this commitment known to the company's potential customers.

Media interest

Buying inserts or commercials is very expensive. By sponsoring a project, companies benefit from the media coverage of the project, which is much cheaper and more extensive.

Tax benefits

- For companies: 60% tax reduction capped at 0.5% of the turnover, with the possibility, if this threshold is exceeded, to carry over the excess to the next five years.

Deductible expense for the determination of the taxable income for sponsoring:

Article 39-1-7° of the General Tax Code provides that sponsorship expenses are deductible from the taxable income of the company that incurs them when they are incurred in the direct interest of the operation.

This condition is considered to be met when :

- the identification of the company that intends to promote its brand image is ensured whatever the medium used (posters, press announcements, media effects, etc.);
- the expenses incurred are related to the benefit expected by the company.

The company must be able to justify that the expenses incurred during a sponsorship action are not excessive in relation to the importance of the expected benefit. The expenses incurred must meet the general conditions of expenses in the same way as other general expenses.

Because of its commercial nature, the sponsorship expense must be invoiced subject to VAT.

Tax reduction for sponsorship :

- For companies: 60% tax reduction capped at 0.5% of the turnover, with the possibility, in case of exceeding this threshold, to carry forward the excess to the next five fiscal years.
- For individuals: 66% tax reduction capped at 20% of taxable income.

VISIBILITY OFFER

Sponsorship opportunity

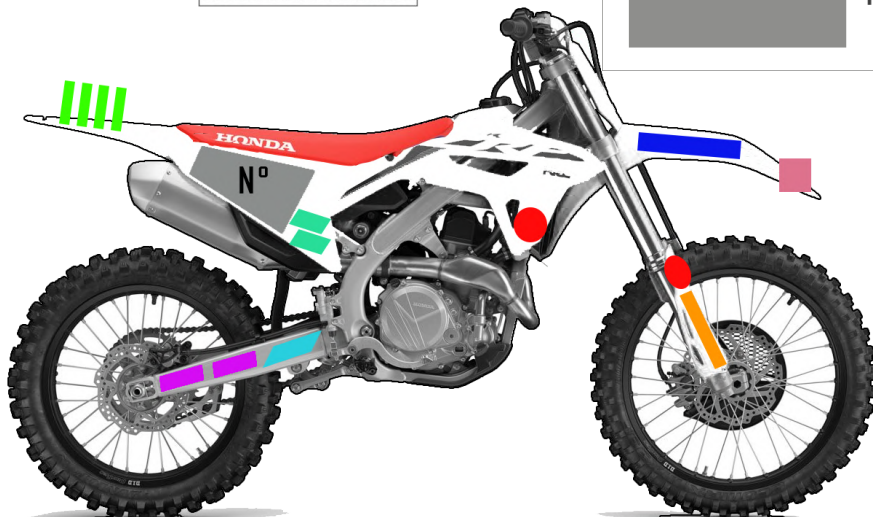
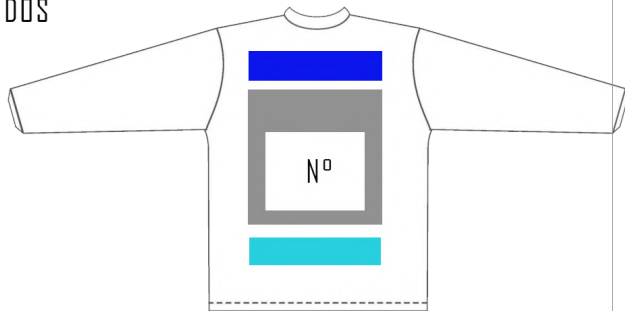
From major partner to level partner, you are guaranteed to have privileged locations according to your investment.



FACE



DOS



8000€	Major Partner #1 (Quantity 1) Front, back and sleeves patch for pilot and and motorcycle jersey
8000€	Major partner #2 (Quantity 1) Helmet with your colors and front motorcycle mudguard patch
6000€	Level 1 partner (Quantity 1) Front, rear and sleeves patch for rider's jersey and motorcycle (Swingarm)
3000€	Partner level 2 (Quantity 2) Patch sleeves rider and motorcycle (side air box)
2200€	Partner level 3 (Quantity 2) Rider sleeve patch
1500€	Partner level 4 (Quantity 1) Motorcycle patch (side air vents and fork protectors)
1000€	Partner level 5 (Quantity 2) Front top patch pilot jersey
1000€	Partner level 6 (Quantity 1) Motorcycle patch (fork protection)
800€	Partner level 7 (Quantity 2) Motorcycle patch (Swingarm)
500€	Partner level 8 (Quantity 1) Helmet visor patch (left/right)
400€	Partner level 9 (Quantity 4) Motorcycle patch (Rear mudguard top)
	Reserved for the organization and pilot number

Major Partner Offers #1 & #2 combined are discounted by 5%.

Prices without taxes (VAT recoverable)

CONTACT

We would be very proud to count you among our partners and to become a privileged ambassador of your company for this world-renowned event, as much for its physical and technical requirements.

I would be delighted to discuss this with you in person, and look forward to hearing from you.

Sincerely,

Gérald VIRARD

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